

## **AMENDMENTS TO THE CLAIMS**

Please amend the claims of this application as follows:

1. (Currently amended) An electro-optic display comprising:  
a layer of reflective electro-optic material capable of changing its optical state on application of an electric field thereto;  
an electrode arranged to apply an electric field to the layer of electro-optic material;  
a heat generating component in heat conducting relationship with the layer of electro-optic material, the heat generating component being disposed on the opposed side of the electrode from the layer of electro-optic material; and  
a heat shield disposed between the heat generating component and the electrode, the heat shield comprising a layer of thermally insulating material and a layer of thermally conducting material, the layer of thermally conducting material being disposed between the layer of thermally insulating material and the layer of electro-optic material, and the layer of thermally insulating material and the layer of thermally conducting material extend across the whole area of the layer of electro-optic material.
2. (Original) An electro-optic display according to claim 1 wherein the heat shield comprises a printed circuit board having a conductive layer therein.
3. (Original) An electro-optic display according to claim 1 wherein the heat shield comprises a plurality of layers of thermally insulating material and a plurality of layers of thermally conducting material, the layers of thermally insulating material alternating with the layers of thermally conducting material, and one layer of thermally conducting material being disposed between the layers of thermally insulating material and the layer of electro-optic material.
4. (Cancelled).
5. (Original) An electro-optic display according to claim 1 wherein the heat shield comprises a polymeric film having a metal layer formed thereon.

6. (Original) An electro-optic display according to claim 5 wherein the heat shield comprises an aluminized film.

7. (Original) An electro-optic display according to claim 1 wherein the electro-optic material comprises a rotating bichromal member material or an electrochromic material.

8. (Original) An electro-optic display according to claim 1 wherein the electro-optic material comprises an electrophoretic material.

9. (Original) An electro-optic display according to claim 8 wherein the electrophoretic material comprises at least one capsule having a capsule wall encapsulating a suspending fluid and a plurality of electrically charged particles suspended in the suspending fluid and capable of moving therethrough on application of an electric field to the electrophoretic material.

10. (Original) An electro-optic display according to claim 8 wherein the electrophoretic material comprises a substrate having a plurality of closed cells formed therein, each of the cells having therein a suspending fluid and a plurality of electrically charged particles suspended in the suspending fluid and capable of moving therethrough on application of an electric field to the electrophoretic material.

11. (Currently amended) An electro-optic display comprising:  
a layer of reflective electro-optic material capable of changing its optical state on application of an electric field thereto;

an electrode arranged to apply an electric field to the layer of electro-optic material;

a heat generating component in heat conducting relationship with the layer of electro-optic material, the heat generating component being disposed on the opposed side of the electrode from the layer of electro-optic material; and

a layer of thermally conducting material disposed between the heat generating component and the electrode, and an air gap present between the electrode and

the layer of thermally conducting material, the layer of thermally conducting material and the air gap extending across the whole area of the layer of electro-optic material.

Claims 12-21. (Cancelled).

22. (Previously presented) An electro-optic display according to claim 11 wherein the electro-optic material comprises a rotating bichromal member material or an electrochromic material.

23. (Previously presented) An electro-optic display according to claim 11 wherein the electro-optic material comprises an electrophoretic material.

24. (Previously presented) An electro-optic display according to claim 23 wherein the electrophoretic material comprises at least one capsule having a capsule wall encapsulating a suspending fluid and a plurality of electrically charged particles suspended in the suspending fluid and capable of moving therethrough on application of an electric field to the electrophoretic material.

25. (Previously presented) An electro-optic display according to claim 23 wherein the electrophoretic material comprises a substrate having a plurality of closed cells formed therein, each of the cells having therein a suspending fluid and a plurality of electrically charged particles suspended in the suspending fluid and capable of moving therethrough on application of an electric field to the electrophoretic material.

26. (Previously presented) An electro-optic display according to claim 1 wherein an air gap is present between the electrode and the heat shield.